



Our  
Commitment:  
**Results**

**IICA**



# Market News in the Americas

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# International Market News

- 1950s – market reporters established MIS in France
- 1960s – Korea – still looks like Market News today
- 1970s – Jamaica
- 1980s – AMS worked with Mexico to establish SNIM (Servicio Nacional de Informacion de Mercado)
- 1992 – Former Soviet Republics, Poland
- Late 90s – Focus on the Americas with IICA

# What is IICA?

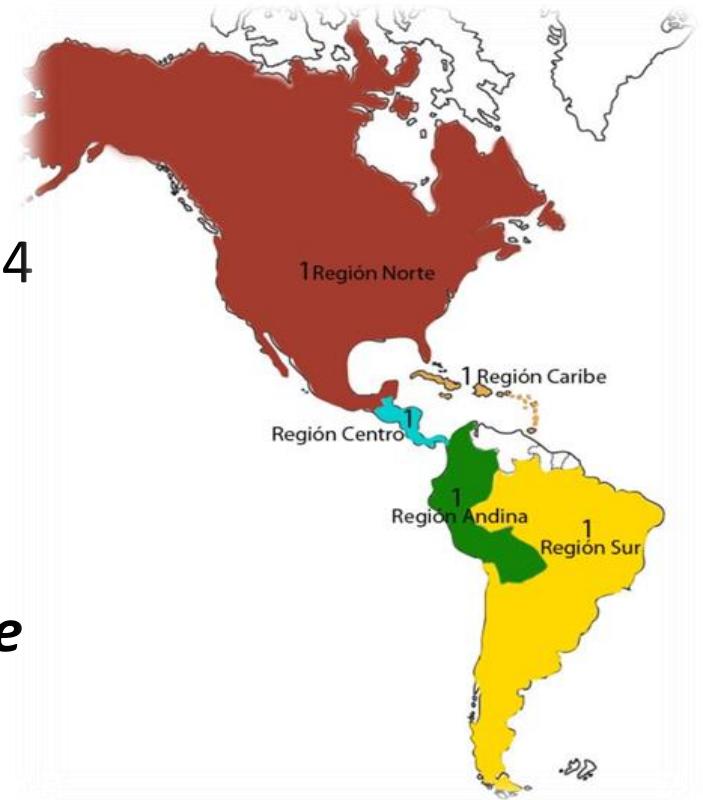
- Specialized Agency of the Inter-American system for the promotion of agriculture and rural well-being
- Founded by USDA Secretary Henry Wallace in 1942
- 34 Member States
- Strategic emphasis in:
  - technology and innovation
  - agricultural health and food safety
  - Trade
  - Rural Development
  - Natural Resources

# What does IICA do?

- Institutional strengthening
- Capacity building and development of human talent
- Development and strengthening of public policies
- Management and use of knowledge
- Project management
- Consensus building and coordination of stakeholders
- Horizontal cooperation
- Corporate management

# Market Information Organization of the Americas (MIOA)

- Formed in California in August 1999
- Inaugural meeting, Brazil 2000, 18 countries
- IICA designated as Technical Secretariat in 2004
- 33 member countries
- Leadership and support by AMS and FAS
- Institutional support through IICA projects
- ***Raise visibility among Ministers of Agriculture***
- Secure adoption of and investment in MIS!



# Importance of Market Information

- Lifeblood of a market economy
- Levels the playing field for all market participants
- Facilitates efficient marketing of agricultural products.

# Activities

- **Capacity building:**
  - Hemispheric:
    - Multilateral and bilateral technical cooperation among experts.
    - Two Hemispheric workshop for managers of Market Information Systems:
      - Strengthen the managerial and technical skills and knowledge of the leaders of Market Information Systems.
      - Facilitate the exchange of critical and strategic information among the Market Information Systems.



# Activities (*cont.*)

- **Capacity building (*cont.*):**
  - **Regional initiatives:**
    - **North:** bilateral technical training:
      - US-México.
      - US-Canada.
      - MIS IT technical meeting.
    - **Central:**
      - Elaboration of the proposal for a **Market Intelligence Platform.**
    - **Caribbean**
      - Workshop on data collection (2013)
      - Technology improvement for MIS
  - **Capacity building (*cont.*):**
    - **Regional Initiatives:**
      - **Central (*cont.*):**
        - Partnership with USDA in CAFTA-DR PAPA Project (financed by USAID): technical assistant to strengthen the countries' MIS.
      - **Andean:**
        - Regional workshop in Colombia: data collection procedures.
        - Ecuador: further develop and strengthen the country's MIS.
      - **South:**
        - Regional workshop: data collection procedures.

# Principal Accomplishments

- Promoted the importance of accurate and timely market information.
  - ***Get it.....get it right.....and get it out!***
- Enhanced the visibility and value of Market Information Systems in the member countries.
- Strengthened the focus on customer service and quality control.

# What's next...

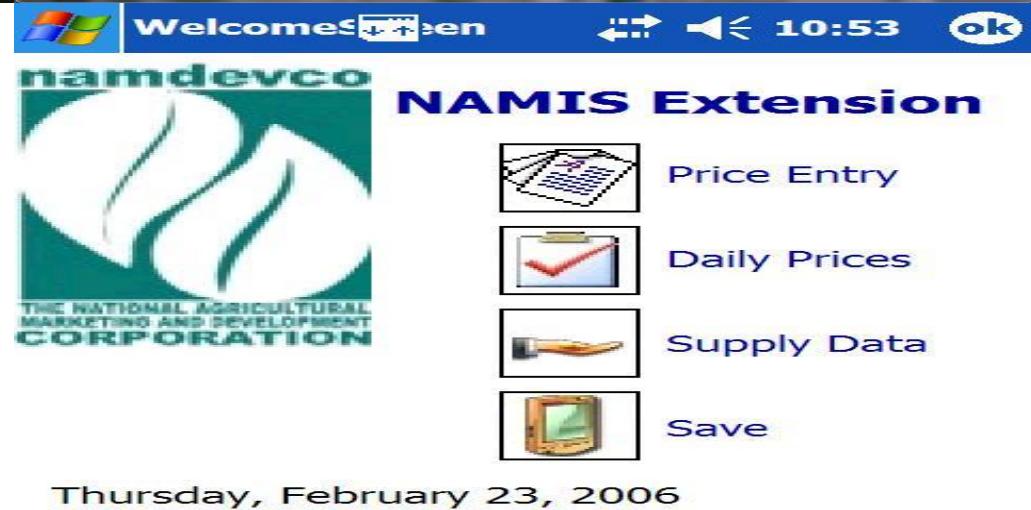
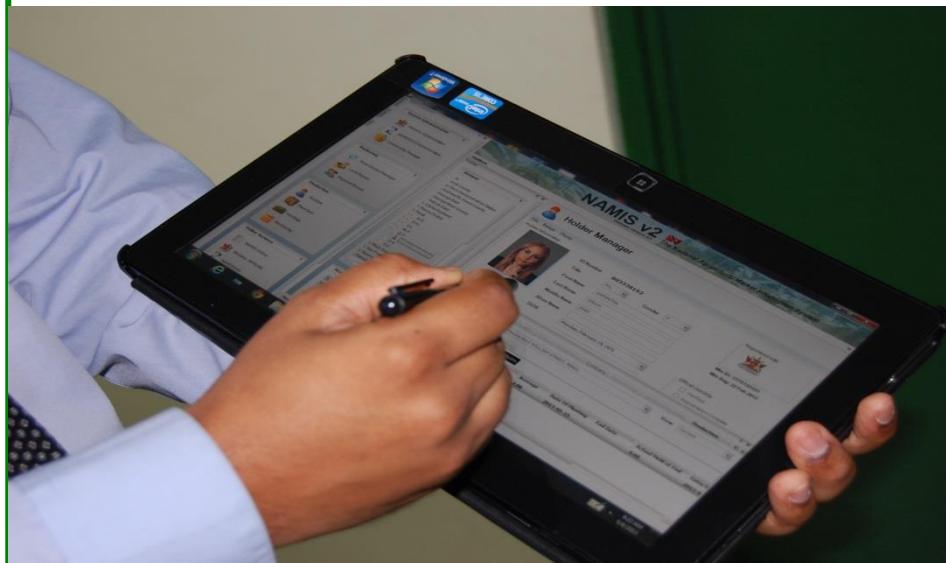
- Develop and establish a process to ensure long-term results from the work of MIOA: politically and financially.
- Promote greater support and collaboration among member countries.
- Continue to strengthen the capacity and the functioning of the Market Information Systems in member countries.
- Develop and continue partnership with organizations such as: IICA, FLAMA, WUWM, CTA, FAO, CARICOM, UNCTAD, IDB, USAID, SIECA, CAC, CAN, CAS, others.
- Support the commitment of the G-20 related to Agricultural Market Information Systems .

# Examples: Trinidad and Tobago -- Ecuador



# National Agricultural Market Information System Trinidad and Tobago

[\(www.namistt.com\)](http://www.namistt.com)



Thursday, February 23, 2006  
*Welcome Price Collector:*

# Rationale for Establishment of NAMIS

- Lack of Agricultural Information - key binding constraint for development of Agriculture
- Difficulty in accessing existing information
- By the time information reached the desired individual, the market opportunity was lost
- No benchmark or standards existed for comparison by buyers and sellers
- No transparency and organization in the market place

# Information Provided by NAMIS

- Prices and volumes at retail and wholesale markets
- National production data:
  - acreage under production
  - estimated yields
  - time of harvest
  - crop stage
- AMS Terminal Market Prices
- Regular Market Intelligence
- Weekly market situation report: “Market Watch”

# Impact of NAMIS

- Greater transparency in the market place
- Created a level playing field for buyers and sellers
- Enabled better decision making in terms of production, marketing and entrepreneurial opportunities
- Decreased price spread from supermarkets and other retail outlets from 700% to 150-300%
- Consumer has access to sources of cheaper food
- Assisted in the reduction of food price inflation
- Provided a benchmark for buyers and sellers to gauge the prices therefore reducing price gouging.

# Examples of Data Dissemination



**Green Vine**  
A publication of NAMDEVCO  
Volume 12 No. 2 February 2014

**Dry Season Vegetable Production Guide**

**In this Issue**

- 1 Dry Season Vegetable Production Guide
- 2 Harvest & Post Harvest Handling of Tomato
- 3 Traceability in the Food System
- 4 Wholesale Prices, Volumes, Export Prices, Seaford Prices
- 5 Retail Prices
- 6 NAMDEVCO Lauds Winners

**Field Practices**

The dry season is upon us and all measures should be taken to conserve water. In previous years such as 2010, Trinidad and Tobago was faced with an extremely harsh dry season with drought like conditions which were so efficient that rainfall which was sufficient for optimal production. The most immediate effect of a lack of rainfall in a fall intercropping system is a sharp decrease in yield due to inadequate rainfall which manifests itself in higher prices for agricultural products.

The chart (on page 6) provides data which shows the typical yield for tomato production from an average field, with irrigation, output is just over 300kg per cycle and without irrigation (as in dry season conditions) output from the same field falls to just under 100kg per cycle.

Learning from these experiences, there are a number of activities that farmers should undertake in preparation for dry season production. In this issue of the *Greenvine*, we highlight both field and management practices that can contribute to successful dry season production.

**Land Preparation**

For the best input, farmers should leave their plots to dry out a bit before starting land preparation. If the soil is too moist, the weight of the tractor can contribute to soil compaction which will affect the formation of hard pan. A hard pan is a distinct soil layer that is largely impervious to water. It can impede drainage as well as the penetration of plant roots.

This can affect crop performance and optimum yields may not be realized.

**Fire Management**

It is advisable to use some form of chemical weed control prior to land preparation. After land preparation, a pre-emergent herbicide is recommended prior to planting. This will help to reduce the quantity of weeds present during the crop growth.

**Maintenance of Waterways and Ponds**

Maintenance of waterways and ponds should be a continuous activity during the dry season.

Continued on Page 6

**NAMDEVCO** Issue 172 - 2 Dec, 2010

**MARKET WATCH** Compare before you BUY

<b>Tomato</b>  \$17.64 - 33.00/kg	<b>Cassava</b>  \$4.41 - 13.55/kg	<b>Chive</b>  \$1.00 - 5.00/bdl
<b>Callaloo</b>  \$3.00 - 8.00/bdl	<b>Melongene</b>  \$4.41 - 15.40/kg	<b>Pineapple</b>  \$6.61 - 17.64/kg
<b>Banana</b>  \$11.02 - 13.23/kg	<b>Ochro</b>  \$0.20 - 0.70/ea	<b>Carrot</b>  \$11.00 - 17.60/kg

Retail prices collected at Farmers' Markets (6), Municipal Markets (19), Veggie-Marts (14) and Supermarkets (43) for the period 26-28 November, 2010 throughout Trinidad and Tobago

Visit us online @ [www.namistt.com](http://www.namistt.com) or call us @ 647-3212

# Ecuador

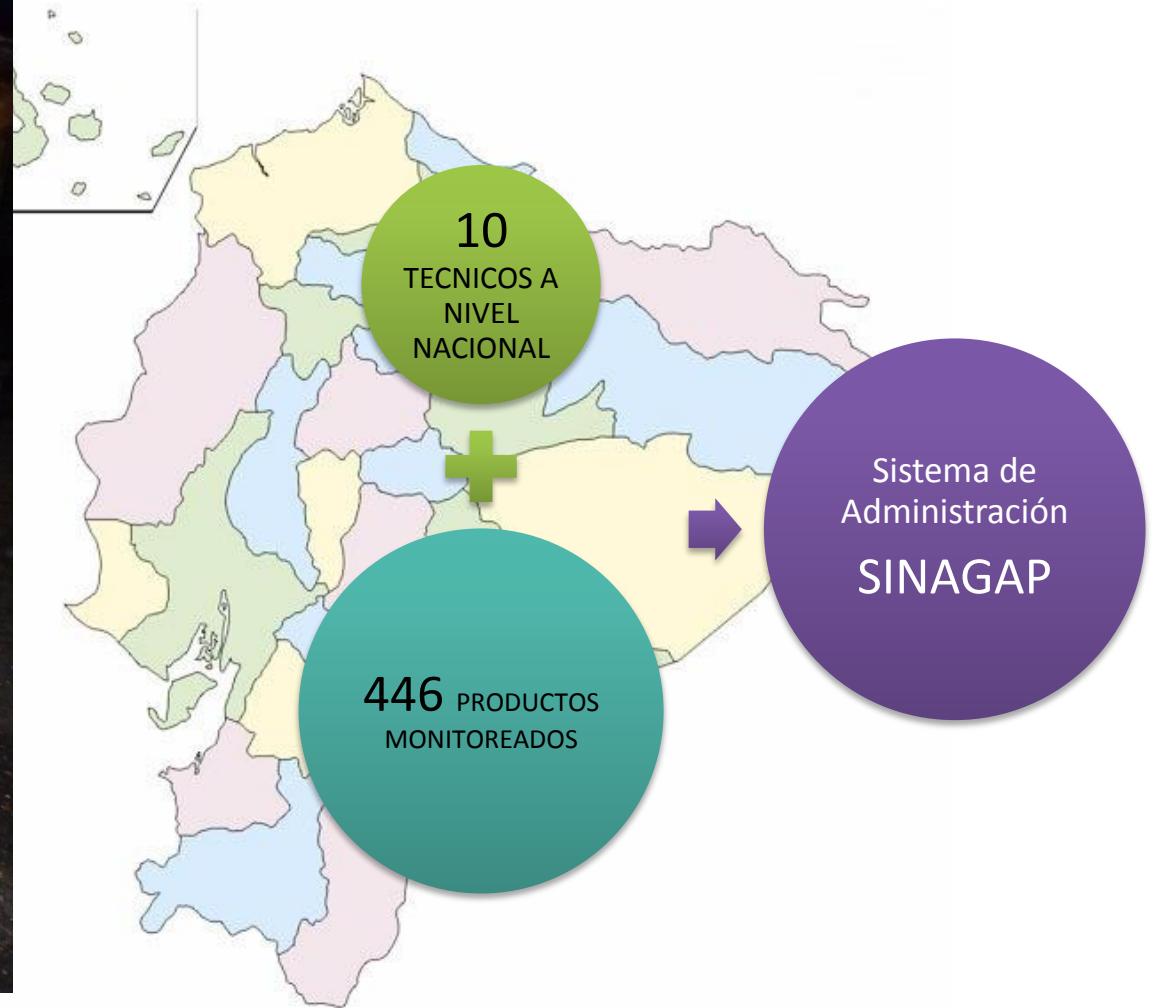


RECOLECCIÓN DE PRECIOS

INFORMACIÓN ACTUALIZADA DE PRECIOS  
PRODUCTOS AGROPECUARIOS



Precios a nivel de productor, mercados, bodegas comerciales, insumos agropecuarios, ferias ganaderas y camales que son publicados en el portal web del SINAGAP en tiempo real.



# Information Gathering in the Field





SMSMAGAP

**Servicio gratuito de mensajes vía celular  
SMSMAGAP**

Mensajes informativos

Mensajes de precios de productos agropecuarios

PRECIO  
MAYORISTAS,Papa Súper Chola,AMBATO 26.00  
USD/QQ 100 lb 7 MAR;  
IBARRA,16.00 USD/QQ  
100 lb 6 MAR; QUITO,20.00  
USD/QQ 100 lb 8 MAR;  
FUENTE MAGAP

**Es una plataforma que envía mensajes de texto vía celular. Los beneficiarios reciben información actual y oportuna sobre los sectores agro productivos con temáticas como:**

Precios de productos agropecuarios

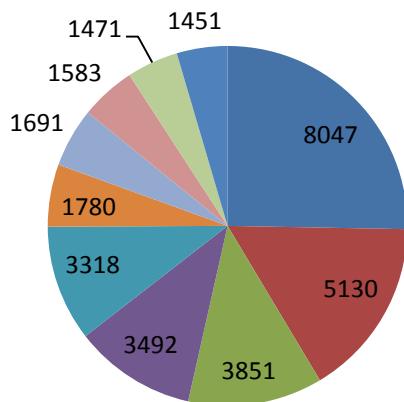
Información para los sectores de:  
Arroz, Maíz, Banano

Cooperación con dependencias del MAGAP:

PLAN SEMILLAS: Alerta de Plagas,  
Consejos AGROCALIDAD: Campañas para Vacunación



## TENDENCIA DE LOS 10 PRODUCTOS MAS SOLICITADOS A NIVEL NACIONAL



- Maíz Duro Amarillo (seco y limpio)
- Papa Súper Chola
- Bovino en pie - Torettes
- Bovino en pie - Vacas
- Maíz Suave Choclo
- Plátano Barraganete Verde
- Bovino en pie - Vaconas
- Yuca
- Arroz Pilado natural grano largo
- Plátano Dominicano Verde



**ZONA 1**  
Bovino en pie -Torettes **1539**  
Bovino en pie - Vacas **1509**  
Bovino en pie Vaconas **1475**  
Papa Súper Chola **1389**  
Papa Capiro **1245**

**ZONA 2**  
Maíz Duro Amarillo (seco y limpio) **1215**  
Bovino en pie - Torettes **688**  
Plátano Barraganete Verde **442**  
Bovino en pie – Toros **319**  
Papa Súper Chola **302**

**ZONA 3**  
Papa Súper Chola **2458**  
Maíz Suave Choclo **1796**  
Bovino en pie – Vacas **671**  
Mora de Castilla **613**  
Haba Tierna en Vaina **565**

**ZONA 4**  
Maíz Duro Amarillo (seco y limpio) **3804**  
Plátano Barraganete Verde **1338**  
Bovino en pie –Torettes **1076**  
Naranja **1022**  
Bovino en pie – Vacas **895**

**ZONA 5**  
Maíz Duro Amarillo (seco y limpio) **1305**  
Arroz Pilado natural grano largo **1295**  
Arroz Pilado natural grano corto **838**  
Maní en Grano **644**  
Sandía Nacional **327**

**ZONA 6**  
Papa Súper Chola **805**  
Plátano Dominicano Verde **689**  
Yuca **514**  
Bovino a la Canal **506**  
Bovino en pie – Vacas **417**

**ZONA 7**  
Maíz Duro Amarillo (seco y limpio) **1492**  
Plátano Dominicano Verde **385**  
Cebolla Colorada Nacional Seca **262**  
Bovino en pie – Toros **205**  
Naranjilla Híbrida **20**

# Mercado de Ambato, Ecuador



# Role of IICA and MIOA

- More structured and organized market reporting along similar lines used in AMS
- Capacity building - Training for our data collectors with help from IICA, MIOA and USDA-AMS
- Horizontal co-operation within IICA member countries for MIS development and technological transfer.
- Greater awareness for the need for standardization across in market Information
- Access to a pool of resources within the IICA network.

# **Thank You!**